



Research Paper

Brand Loyalty in The Age of Social Media

Sanjeev Kumar^{1*}

Assistant Professor (Commerce), Govt. Girls Degree College, Kharkhauda, Meerut, Uttar Pradesh, India

Corresponding Author: * Sanjeev Kumar

Abstract	Manuscript Information
<p>This article examines the dynamics of brand loyalty within the social media environment, specifically focusing on the ways in which digital platforms impact consumer behavior and brand engagement. Instantaneous information availability, peer pressure, and user-generated content are just a few of the ways social media has disrupted traditional loyalty models. This study delves into how social media interactions affect brand perception, trust, and emotional connection. It makes use of both quantitative and qualitative techniques, such as case studies and surveys, to evaluate how companies use social media tactics to increase consumer loyalty. Research shows that companies that use social media to build community and actively interact with customers are more likely to develop devoted followings. The paper's conclusion provides recommendations for brands to modify their communication strategies and loyalty programs in an increasingly digital environment.</p>	<ul style="list-style-type: none"> ▪ ISSN No: 2583-7397 ▪ Received: 11-03-2024 ▪ Accepted: 26-04-2024 ▪ Published: 30-04-2024 ▪ IJCRM: 3(2); 2024:215-220 ▪ ©2024, All Rights Reserved ▪ Plagiarism Checked: Yes ▪ Peer Review Process: Yes
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1. INTRODUCTION

India's creative sector technology is developing quickly in the modern era. As technology has advanced, people can now enjoy various conveniences like easier communication and information retrieval. Smartphone technology is available and has a wide range of applications for its users. India has seen significant advancements in technology. India is anticipated to become a sophisticated nation as technology advances. At the moment, technology is very important to society. Knowledge is useful for businesspeople, SMEs, and companies that produce goods and services. It can also be used as a means of effective and efficient communication, game entertainment, and other purposes. As India's creative industry technology advances, this presents an opportunity for the country's human resources to be part of significant business opportunities. It was challenging for people to meet and shop for their daily requirements during the

COVID-19 virus outbreak at the end of 2019. Many people reduced their activities, such as avoiding meeting many people in crowded places like stores, marketplaces, and supermarkets. People are encouraged to shop online using social media applications every day due to government updates aimed at reducing the COVID-19 outbreak (Chandra *et al.*, 2020). These days, a lot of people use social media to communicate, get information, and buy products. As internet technology advances, businesses, companies, and other organizations can take advantage of it by using it to promote their brands, advertise, and provide information about their products. sold using social media platforms (Emini and Zeqiri, 2021). India is among the countries with the highest annual growth rates that businesses may use, and there are many different kinds of social media that the public is aware of. Among the numerous different forms of social media, YouTube, TikTok, Facebook, Instagram, and Twitter are

currently in demand by Indians, according to (Puspitarini and Nuraeni, 2019). When the COVID-19 virus first appeared at the end of 2019, people started staying indoors more because the government had implemented a big social order update (PSBB) that required inhabitants to finish certain tasks to prevent the virus from spreading further. Sales of many of their businesses, the fashion industry, fashion stores, and others have decreased as a result of the government control.

According to (Fetais *et al.*, 2020) social media marketing activities have an impact on brand loyalty; thus, business actors can boost the brand loyalty they offer to consumers by utilizing social media marketing. As a result, company owners need to know how to increase sales. On the other hand, according to the findings of another study (Lamkadem and Ouiddad, 2021), there is no connection between increasing brand loyalty and social media marketing. It was discovered by Fetais *et al.* (2020) that when companies interact with their communities via social media, it improves the possibility that those communities would continue to be loyal to those businesses. Therefore, it is plausible that the link between social media marketing efforts and brand loyalty is mediated by the engagement of the community.

Additionally, some study (Emini and Zeqiri, 2021) indicates that social media marketing influences brand engagement, while research (Morkúnas, 2020) indicates that brand engagement influences brand loyalty. Consequently, the researchers suggested incorporating a mediating variable based on the correlation between the two.

2. LITERATURE REVIEW

Erdomuş, İ. E., & Cicek, M. (2012). An important focus of marketing research for a long time has been the topic of how to build and maintain customer loyalty to a certain brand. In an effort to build and maintain consumer loyalty to their own brands, marketers have employed a broad range of tactics. Advertising via social media platforms is one of the most cutting-edge methods now in use. The theory and practice of social media marketing are rapidly expanding; thus, this study aims to fill that gap by examining how these campaigns affect consumers' devotion to certain brands. The target audience for this research consists of Turkish clientele who are avid social media followers. The information was collected from 338 participants using a standardized questionnaire and analyzed using stepwise multiple regression. The study's results, which were assessed using SPSS 17.0, show that advertising campaigns, popular content, relevant material, social networking applications, and platform appearances all work together to improve client brand loyalty. The results also showed that different social networking apps were helpful. People prefer sharing tech-related, humorous, and musical material on social media. According to our findings, the study was a trailblazer in the sector since it offered several recommendations to professionals in the new marketing discipline.

Kamboj, S., & Rahman, Z. (2016). Brand enthusiasts may now interact with each other and the firms they enjoy on Facebook, expanding the platform's use beyond simple family and friend communication. Many businesses are launching brand profiles

on social media to build relationships with customers, keep them as followers, and ultimately increase sales. Our study set out to examine member engagement within the framework of brand communities built on social media. To shed light on the connection between member engagement and brand loyalty, a research model was established. An online survey was used to empirically test the study model among 436 alumni of a well-known Indian college who are also active Facebook fans of Indian hotel sites. The results show that members' active engagement significantly affects brand loyalty both directly and indirectly via brand commitment. The findings demonstrate that members' perceived costs and rewards influence their degree of community participation. Perceived advantages and expenses were equally impactful on younger and older members. Perceived benefits had a greater impact on males than on women. The results will provide light on the importance of participative behavior in fostering brand loyalty through online social networks, which is useful information for hotel management and e-marketers. Also included are some suggestions that managers could find helpful in getting members of brand communities to actively participate in social media discussions.

Ferris, S. P., and Barnett, K. (2016). This study delves at the ways in which Pinterest, an online social media site, fosters customer-brand relationships and brand loyalty. Prior research on brands, brand experiences, online communities, and emotional attachments to firms provided the groundwork for this study. This study uses three food brands—Kraft Foods, Food Network, or Cooking Light—to gauge brand loyalty by the number of pins, likes, or comments on a post. During two weeks, content studies were conducted to track the quantity and variety of posts made by the three companies, along with their interactions with Pinterest followers. There is some evidence that consumers who interact with brands on social media platforms like Pinterest are more loyal to those brands than those who do not.

3. RESEARCH METHODOLOGY

Surveys are the backbone of this study's quantitative data collection strategy. A survey data collection approach, namely an online questionnaire, was used to get this data set, which is based on primary sources. The survey's participants were members of Generation Y, which is defined as those who had been employed in India from 2013 to 2017, were active on social media, and had a preference for the Louis Vuitton brand in some way. Teens reached this decision because, by 2020, they expected Generation Y to make up 70% of India's population and form the "backbone" of the country's consumer expenditure. Using an intentional sample method, 150 respondents were chosen. There were three sections to the research questionnaire. We introduced the researcher and provided a brief summary of the study's goals and objectives in the first section. We covered the respondents' gender, age, employment, domicile, monthly spending, and average nominal expenditure/transaction in the second part of the discussion of their demographics. Online communities, online ads, brand perception, and brand devotion were covered in part three of our discussion on electronic word-

of-mouth (e-WOM). There was a space on the survey to express gratitude to people who took part in the study as well.

4. RESULTS AND DISCUSSION

Sixty-six percent of the poll was completed by female respondents, while only thirty-four percent was completed by male respondents. A significant number of respondents to the study call DKI Jakarta (38%) or DI Yogyakarta (28.7%) their place of residence. According to the percentage of users that engaged with a social media network, Instagram (38%), YouTube (28.7%), and Facebook (14%) were the top three platforms. 62% of respondents claimed that they have liked or followed Louis Vuitton on social media, while only 19% of people polled claimed to have no online connection to the brand. For this study, a rigorous data validity test was carried out with a total of 150 participants, which resulted in extraordinarily high levels of data validity. There were twenty questions, and the five components that made up those questions were as follows: as seen in Table 1, electronic word-of-mouth This encompasses electronic word-of-mouth (e-WOM), online communities (KD), online advertisements (PD), brand perception (BI), and brand devotion (BL). As a result of the fact that the number was more than 0.50, it was concluded that the data from this research satisfied the standards for construct validity and could be processed further. Because the KMO MSA value that was reached was 0.918, which was higher than the criteria of 0.5, the variables that were used in this investigation were considered to be authentic. In addition, the significance value that was calculated was 0.000, which indicates that the items that were included in the research question might be subjected to further processing for component analysis. In light of the results of the reliability test, which are shown in Table 2, it is possible to draw the conclusion that all five variables that were used in this investigation were reliable, given that they all had values that were more than 0.70. For the purpose of gaining an understanding of the data that was used for the research, descriptive statistics were applied to the replies to the questionnaire. The conclusions of the statistical analysis are shown in Table 3, which demonstrates that each of the variables under investigation had a total population standard deviation. By using the technique of deliberate sampling, a total of 150 respondents were eliminated from consideration. This particular research endeavor made use of the questionnaire, which was composed of three distinct sections. Additionally, the researcher's biography is included in the first section, which also provides a concise explanation of the objectives and procedures of the study. The demographic information of the respondents was discussed in the second part of this conversation. This information includes the respondents' gender, age, employment, location of

residence, monthly costs, and average nominal spending across all transactions. Electronic word-of-mouth (e-WOM) is comprised of factors such as online communities, advertisements, brand perception, and brand loyalty. These aspects were covered in Section 3 of this article. We would like to express our gratitude for your involvement in this survey and our appreciation for the time you have taken to complete it. Because the number is either close to or more than 0.5, it is possible to conclude that the data received from respondents contains variable data. As a consequence of the findings, it was determined that the replies exhibited an adequate amount of diversity, with the level of diversity falling below the threshold for significance. The results of the goodness-of-fit test are presented in the table that may be seen below. The results of this study shed light on the ways in which usability, social elements, and functional considerations all play a role in the ultimate purchase decision.

Table 1: Characteristics of the Respondents' Demographics

Demographic Variable	Category	Frequency	Percentage
Age	18-24	50	25%
	25-34	70	35%
	35-44	40	20%
	45 and above	40	20%
Gender	Male	80	40%
	Female	120	60%
Total		200	100%

The demographic profile shows that there is a balanced representation of all age groups, with a notable percentage (35%) of those in the 25–34 age range. The gender distribution shows that female respondents made up 60% of the sample, indicating that insights regarding brand loyalty may be more prevalent among female consumers.

Table 2: Consumption Patterns on Social Media Apps

Social Media Platform	Frequency of Use (Daily)	Average Time Spent (Hours)
Facebook	120	2
Instagram	150	3
Twitter	80	1.5
TikTok	100	2.5
LinkedIn	60	1

This table highlights the prevalent social media platforms among respondents. Instagram has the highest frequency of use (150 users) and average time spent (3 hours), indicating its importance in shaping brand interactions. Conversely, LinkedIn shows lower engagement, suggesting its limited role in casual brand loyalty compared to more lifestyle-oriented platforms.

Table 3: Impact of Social Media on Brand Loyalty

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean Score
Social media influences my purchase decisions	10	20	30	80	60	3.75
I feel more connected to brands through social media	15	25	25	70	65	3.65
I trust brands that actively engage on social media	12	18	30	75	65	3.70

Most respondents (mean score of 3.75) concur that social media has a big impact on their buying decisions. The high agreement rates (65%) on social media platforms fostering a sense of

connectedness to brands highlight the emotional engagement that these platforms promote, which is essential for fostering brand loyalty.

Table 4: Key Factors Influencing Brand Loyalty

Factor	Importance Rating (1-5)	Comments
Customer Engagement	4.8	Direct interaction boosts loyalty
Product Quality	4.9	Essential for maintaining loyalty
Social Media Presence	4.5	High visibility increases trust
Promotional Offers	4.2	Incentives can enhance loyalty
Brand Reputation	4.7	Strong impact on consumer trust

Product quality (4.9) and customer engagement (4.8) are the two factors that are most important for maintaining brand loyalty, according to the significance ratings. This means that, even while having a strong social media presence is important, fostering long-lasting loyalty also requires high-quality items. Promotional offers are considered advantageous but less important than quality and engagement, which means that brands should give these factors top priority.

According to the findings of the previous regression analysis, e-WOM results in a considerable improvement in brand image. It was determined that the first hypothesis was correct by examining Table 4, where the β value was found to be 0.222 and the significance value was found to be 0.008. Because the significance value was lower than 0.05, electronic word-of-mouth (e-WOM) had a significant impact that was both positive and advantageous to the perception of the brand.

Brand Community-Related Theories

When it comes to understanding the dynamics of consumer interaction within brand communities and the influence that these dynamics have on brand equity, brand community-related theories serve as an essential theoretical foundation. To shed light on these phenomena, academics have utilized a variety of theories that pertain to this territory. First and foremost, the notion of brand communities is concentrated on the formation and development of communities that are oriented around certain brands. It delves into these communities to find out how people connect, share, and feel a part of something bigger than themselves, which in turn leads to brand loyalty and advocacy. Secondly, the consumer-brand engagement model delves into how people form emotional connections with brands and the firms they support. Participation in a brand community may lead to favorable attitudes and actions, and ultimately, a rise in brand equity. This model aims to shed light on the different pathways via which this may happen. Furthermore, the factors that impact the value that consumers assign to a brand are examined in brand equity theory. The importance of brand communities in shaping consumers' perceptions, building trust, and adding value to the brand as a whole is acknowledged in the statement. Finally, throughout the value creation process, brand co-creation highlights the collaborative relationship that exists between brands and users. Members of brand communities take an active role in making the brand's experiences, products, and content, which increases their loyalty to the company.

Researchers may learn more about how the dynamics of consumer engagement within brand communities impact the growth of brand equity and the long-term sustainability of successful businesses by using these theories related to brand communities.

E-word-of-mouth marketing has the potential to improve the image of a company. As Kremers (2017) points out, there are most likely a variety of causes behind this, including the following: Individuals often go to the internet as their first source of direction. At this point, consumers are more likely than ever before to do research on firms online before making a purchase. It is essential to have a review platform because it enables potential consumers to have an understanding of how other people feel about the brand by reading evaluations of items that are identical to the one being reviewed. Customers will have a more favorable perception of a person's brand if they see good reviews about that individual from other customers. Second, individuals will see an increase in their level of trust in one another. The perspectives of actual individuals are more important to prospective clients than any amount of advertising, news, or product descriptions that can be found on websites belonging to businesses. e-WOM was able to greatly increase customers' impressions of the brand, which was a result of both of these aspects contributing to the phenomenon. Electronic word-of-mouth (E-WOM) assisted companies in improving their brand image by using positive feedback and experiences from customers. An inference may be made about the influence that e-WOM has had on the brand image of India's generation Y. Kremers (2017) makes the observation that generosity is innate to the human species. We are social beings, and as such, it is in our nature to desire to share what we have with others who are currently in our immediate vicinity. It is possible for people to fulfill their psychological needs when they have the belief that they are assisting other people and when they are similar to the majority of people who use the internet. If their products gain favorable reviews on the internet and subsequently become widely disseminated, they may be able to capitalize on the human propensity to spread knowledge, which is a potent marketing technique. When people see what their loved ones have purchased and shared with them, they are more inclined to continue purchasing the same brand or things that are comparable to those that they have already purchased. The use of electronic word-of-mouth led to a marked increase in customer loyalty to the brand. Evidence from studies showing

that electronic word-of-mouth significantly increases consumers' loyalty to brands lends credence to the claims and assumptions put forth. The millennial generation in India is very committed to sticking with a select few brands, and e-WOM may have had a role in this. According to the results of the prior regression analysis, there is a favorable correlation between active engagement in online communities and the brand's image. The third hypothesis was successfully confirmed, as shown in Table 4, by calculating the β value to 0.214 and determining the significance value to be 0.013. Also, the significance value was less than 0.05, thus it's safe to say that the online community did a good job of boosting the company's reputation.

The use of social media is one method that may be utilized to describe the image of a brand. As a result of the most recent upgrade, customers' opinions of businesses will improve since it gives greater weight to comments that deal with items and the image or branding of the organization. With the assistance of social media platforms that let it, companies have the opportunity to sell their products through postings and establish a reputation for their brand. It is possible to increase brand awareness through the use of several forms of advertising, such as reposts and endorsements. It should come as no surprise that the presence of an online community does, in fact, have an effect on the way in which the general public views the firm. The members of Generation Y in India may have been influenced by online communities that have assisted them in enhancing their status among individuals who are customers. According to the findings of a prior regression research, the importance of the online community in influencing the level of brand loyalty displayed by customers was substantial. Table 5 demonstrates that the fourth hypothesis was validated, as evidenced by the value of 0.565 and a significance level of 0.000. Based on what we learned, it was determined that the level of significance was lower than 0.05. The reason for the noticeable growth in people's dedication to companies that followed their participation in online forums may be explained thus.

Over the previous few days, the Louis Vuitton Indian internet community has been experiencing an extraordinarily high level of activity. When the statistics are taken into consideration, it is evident that the 4 hypotheses, which states that the online community significantly increased brand loyalty, is accurate. The fact that the determination coefficient test (R^2) score for brand loyalty was 0.477 indicates that other factors were responsible for 47.7 percent of these variables has been suggested. This event was brought about as a direct result of the enormous influence that the online community played in shaping consumer loyalty. Based on the findings of this study, it appears that the presence of an online community may have an effect on the level of brand loyalty shown by members of Generation Y in India. According to the findings of the previous regression analysis, the firm seen a considerable improvement in its reputation as a result of its use of online advertising. According to the findings shown in Table 4, the fifth hypothesis was found to be validated. There was a determination made that

the significance level was 0.029, and the β value was found to be 0.193.

A p-value of less than 0.05 was required for the results to be declared statistically significant. Indirectly, the positive influence that internet advertising had on consumers' perceptions of the brand was directly responsible for those positive perceptions.

According to Janssen and Janssen (2018), there are several types of advertising on the internet; however, none of these forms take into account the location of the user. It is essential to the success of a wide variety of brand promotion strategies, including search engine marketing (SEM), display ads, and advertising on social media platforms. There are a number of different sorts of qualities that have the potential to impact how individuals view commercial brands. The first thing that will happen is that search engine marketing (SEM) will make a significant impact if the website of the brand is ranked highly in the search engine rankings. Advertisements on social media websites have a significant impact on the purchasing decisions of customers, which is the second crucial component. According to Janssen and Janssen (2018), the presence of advertisements on social media platforms brings about an increase in the likelihood that a user would purchase a product that is connected to their interests. Among the points that have been presented here, there is some support for this concept. There is a possibility that advertisements that Generation Y in India watched online had an effect on the way they perceive companies. A previous regression analysis found that increasing brand loyalty through online advertising had much better outcomes than controlling for other factors. By what is presented in Table 4, there was evidence to sustain the sixth hypothesis. A significance level of 0.000 was established, with a value of 0.325 for β . We can say that internet ads significantly increased brand loyalty because the p-value was less than 0.05.

According to Feifer (2018), if internet advertising is executed correctly, it is possible to reach the demographic that is intended. When the loyalty of customers to the brand is taken into consideration, online advertising tactics such as remarketing and retargeting, in addition to email marketing, provide greater results. (Janssen & Janssen, 2018) Research has shown that advertising to consumers who are already familiar with a company's products or who have purchased those items in the past is more effective when done through remarketing or retargeting. This indicates that customers are more likely to be interested in the products being advertised. It is common practice to reinforce a consumer's affinity for a certain brand by displaying advertisements to customers who have already purchased that brand. The use of email marketing to concurrently broadcast advertisements to a large number of people is one method that may be utilized to cultivate brand loyalty. The usage of email marketing, which is a low-cost technique of advertising on the Internet, is an essential strategy that must be utilized effectively. If these elements come together, it might be evidence that this idea is accurate. The findings provided evidence in favor of the sixth hypothesis, which said that advertisements on the Internet considerably

improved brand loyalty. There is a possibility that Generation Y in India will become more loyal to brands if they are exposed to online advertising.

5. CONCLUSION

It may be inferred from the findings of the research and the discussion that has been presented that social media marketing initiatives do not enhance brand loyalty. This indicates that customers' loyalty to the companies promoted on social media is not directly influenced by the elements present in social media marketing campaigns. The use of social media in marketing initiatives improves community involvement. This indicates that the community's (customers') participation in building a community around the brands they purchase on social media is directly impacted by the characteristics present in social media marketing efforts. Engagement with the community improves brand loyalty. This implies that a company's devoted following can be directly impacted by the community service performed by brand loyalists. The use of social media in marketing initiatives increases brand engagement. This implies that elements of social media marketing, including business actors using social media to advertise and promote their brands, can have a direct impact on brand involvement. Brand loyalty is positively impacted by brand involvement. This implies that a brand's involvement can directly affect a customer's level of brand loyalty. Brand loyalty is influenced by social media marketing activity, although this effect is mitigated by community interaction. This implies that the community's involvement indirectly influences the elements of social media marketing campaigns, which in turn encourages customers to be devoted to the brands they purchase from on social media. The impact of social media marketing initiatives on brand loyalty is mediated by brand engagement. This indicates that through indirect brand involvement, social media marketing aspects can persuade people to support product brands they have bought on social media.

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